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Memo

To: Gunnison City Council

From: [Your Name]

cc: Gail Davidson

Date: August 20, 2015

Re: GOCO Inspire Initiative Grant Opportunity

GOCO and the State of Colorado have launched a grant opportunity that fits the population and identity of the Gunnison Valley and is one could greatly benefit many different aspects of our community. In light of this Gunnison County has asked me to get a group of citizens, government agencies and representatives of local non-profits together to learn more about this opportunity and to brainstorm how we, as a community could utilize this opportunity to create a positive impact to our community. A little about the grant initiative:

GOCO's Inspire Initiative is a 5 year strategy aimed at inspiring Coloradans, particularly kids, to appreciate, enjoy and take care of our great outdoors. The Inspire Initiative will pilot in up to five communities in the first year. Up to ten additional communities will be added in the second and third years for a total of 15 communities.

American kids today spend an average of four to seven minutes a day playing outside. That is over 50 percent less time than their parents did. This is a concern given the growing body of research that says the outdoors benefit a child physically, socially, emotionally and cognitively. Moreover if our children don't experience nature, they won't value it.

Additionally, while Colorado may boast the nation's healthiest adult population, our youth obesity rate is rising rapidly. Barriers like time, transportation, money, access, and lack of interest and understanding

keep kids from getting outside and developing the lifelong passion for the great outdoors. Igniting this passion in our youth is vital for the well being of Colorado citizens, our wildlife and our way of life.

Attached to this email is the full Inspire Initiative RFP.

Here are some videos that explain the Initiative:

<https://youtu.be/WMc0d2d2fCY>

<https://youtu.be/7tCTZhskT9k?list=PLf-tfy0RO48ZILr4UaV6miacZJh70sxR->

GOCO is seeking proposals from community coalitions interested in addressing the growing disconnect between youth and the outdoors, starting with planning grants:

LEVEL 1: \$100,000 for up to five communities that demonstrate a readiness to serve as one of the five pilot communities.

LEVEL 2: \$25,000 - \$75,000 grants for up to 10 additional communities that demonstrate need, yet are not quite positioned to serve as one of the pilots.

The Board will announce \$1 million in planning grant awards for selected level 1 and level 2 communities on October 23, 2015.

Level 1 pilot communities will have approximately 10 months to plan before submitting applications with specific requests for grant funding for project implementation. Implementation grants will range between \$1 million and \$5 million per pilot community.

Level 2 pilot communities will have 18 months to plan before submitting a grant application.

I will be applying for this grant on behalf of Gunnison County but in order to do so we need to secure support and matching funding from partners throughout the community. In order to apply for the first "planning stage" the matching funding will total \$20,000. Fiscal partners to date include Gunnison County, Western State Colorado University, and the RE1J School District. I am waiting to hear from a number of others as well. Support partners include the USFS, BLM, NCRS, Cold Harbour, Mountain Roots, Gunnison Trails, CPW, UGWCD, and the Crested Butte Land Trust. I would like to ask the City of Gunnison to consider contributing \$5,000 in the 2016 fiscal budget towards matching funds for this effort. I look forward to sharing more information and answering any questions you may have.